

# BREAST CANCER AWARENESS

The Virginian-Pilot  
PilotOnline.com

THE VIRGINIA  
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## DEADLINES

**Publishes**  
October 4, 2020

**Reservation**  
September 18, 2020

**ET Deadline**  
September 25, 2020

This section will publish on Sunday, October 4th to kick-off Breast Cancer Awareness Month.

### PREMIUM SPECS AND RATES

	SIZE	COST
Back Cover	<ul style="list-style-type: none"> <li>• Full page, full color ad</li> <li>• Online story sponsor</li> <li>• 50K network impressions (ad pickup)</li> </ul>	\$6,500
Premier	<ul style="list-style-type: none"> <li>• Double-truck, full color ad</li> <li>• Online story sponsor</li> <li>• 75K network impressions (ad pickup)</li> </ul>	\$9,600
Platinum	<ul style="list-style-type: none"> <li>• Full page, full color ad</li> <li>• 50K network impressions (ad pickup)</li> </ul>	\$5,100
Gold	<ul style="list-style-type: none"> <li>• Half page, full color ad</li> <li>• 25K network impressions (ad pickup)</li> </ul>	\$3,500
Silver	<ul style="list-style-type: none"> <li>• Quarter page ad</li> </ul>	\$2,600
Strip Ad	<ul style="list-style-type: none"> <li>• Strip ad (10.39" w x 3" h)</li> </ul>	\$1,600

### ALL SPECIAL SECTION RATES ARE NET

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Breast cancer rates are especially high in Hampton Roads. Between 2011 and 2015, roughly 140 women per 100,000 were diagnosed with breast cancer in the region's six health districts.

### THE VIRGINIAN-PILOT, DAILY PRESS & VIRGINIA GAZETTE AUDIENCE

- Received medical services for cancer/ oncology in the last three years: 14.2% (over 63K people in Hampton Roads)
- HHLI Income: \$83K
- Market Value of House: \$308K
- 47% Men | 53% Women
- Average time in home: 13 years

Source: Scarborough 2019, Release 1, VA Department of Health, 2018

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